

Rep Order# 6853427 Ver# 1 Status New Traffic Order# Printed: 09/18/2012 7:26 PM 1 of 3

EC'd Yes Last Received: 09/18/2012 9:55 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1781 Agency C/P1/P2/E 95/101/1781  
Buyer Dan Nagelberg Flight Dates 09/18/2012 - 10/01/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER  
CONTRACT TOTAL IS \$9200  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	9A-10A	TODAY SHOW 2	:30	\$150.00	09/19-09/21	1	1	1	\$150.00	
	2	W-F	10A-11A	TODAY SHOW 3	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	3	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	09/19-09/21	1	1	1	\$150.00	
	4	W-F	2P-3P	THE DOCTORS	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	5	W-F	3P-4P	MAURY POVICH	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	6	W-F	4P-5P	ANDERSON COOPER	:30	\$175.00	09/19-09/21	1	1	1	\$175.00	
	7	W-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/19-09/21	1	1	1	\$600.00	
	8	M	8P-9P	THE VOICE	:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
	9	F	8P-9P	GRIMM	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	10	M-F	9A-10A	TODAY SHOW 2	:30	\$150.00	09/24-09/28	2	1	2	\$300.00	
	11	M	9A-10A	TODAY SHOW 2	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1781  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1781  
Flight Dates 09/18/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	12	M-F	10A-11A	TODAY SHOW 3	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	13	M	10A-11A	TODAY SHOW 3	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	14	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	09/24-09/28	2	1	2	\$300.00	
	15	M	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	16	M-F	2P-3P	THE DOCTORS	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	17	M	2P-3P	THE DOCTORS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	18	M-F	3P-4P	MAURY POVICH	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	19	M	3P-4P	MAURY POVICH	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	20	M-F	4P-5P	ANDERSON COOPER	:30	\$175.00	09/24-09/28	2	1	2	\$350.00	
	21	M	4P-5P	ANDERSON COOPER	:30	\$175.00	10/01-10/01	1	1	1	\$175.00	
	22	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/24-09/28	2	1	2	\$1,200.00	
	23	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	10/01-10/01	1	1	1	\$600.00	
	24	SA	9A-7P	2012 RYDER CUP	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	25	SU	12P-6P	2012 RYDER CUP	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	26	M-F	135A-205A	CARSON DALY	:30	\$25.00	09/24-09/28	2	1	2	\$50.00	
	27	M	135A-205A	CARSON DALY	:30	\$25.00	10/01-10/01	1	1	1	\$25.00	
	28	W-F	135A-205A	CARSON DALY	:30	\$25.00	09/19-09/21	1	1	1	\$25.00	

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---REPORT TOTALS---

Report Totals: 36 / \$9,200.00

---SALES MONTHLY TOTALS---

Sep 12: 27 / \$5,525.00 Oct 12: 9 / \$3,675.00  
Sales Totals: 36 / \$9,200.00  
Station Totals: 36 / \$9,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$92,000 CATV 0% WAVY 10% WGNT 8% WPXV 0% WTKR 25%  
WTVZ 4% WVBT 28% WVEC 25%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL12, NOV11, MAY12, ENOV12  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE